



Beer the Change[®]

2021 Sustainability Report

For Brewery Vivant and
Broad Leaf Local Beer



The title of our report is our interpretation of the quote that has given us the most inspiration in our pursuit of operating sustainably, “Be the change you want to see in the world” by Mahatma Gandhi.



Cheers!

Jason & Kris Oliver Siena

Jason, Kris, Oliver, and Siena Spaulding
Owners & Founders

Commitment to 50% Greenhouse Gas reduction in 10 years

As we look into our next 10 years as a business founded with sustainability as a core value, we spent a lot of time in 2021 assessing our goals related to our impact on the environment and the people in our community. We believe all of the goals we have held ourselves to are still very pertinent and have added a couple new ones to hold ourselves accountable to being a good steward of our planet. We have formally committed to a 50% greenhouse gas reduction and 25% energy intensity reduction in 10 years using 2021 as our baseline year. We signed onto the Department of Energy's Better Climate Challenge and Better Plants Challenge. By joining these programs, we will be able to utilize the myriad industrial decarbonization and energy efficiency tools and resources they provide. Accelerating energy efficiency is a key component of any comprehensive GHG emissions reduction strategy, so we are excited to be part of this program!

Carbon footprint of food

Last year our two interns, Lake & Natalie, calculated the carbon footprint of our most popular menu items and researched ways to communicate this information externally. We believe that all diners should have easy access to this data so we have incorporated it onto our website. The climate crisis is real and requires significant changes to many of our habits so we pledge to be transparent and to continue to work with local, progressive farms.

Strategy

GHG reduction

Food Footprint

Goals and Strategy

Our company exists to build community both inside and outside of our doors and our DEIJA (diversity, equity, inclusion, justice, accessibility) committee worked hard on crafting a strategy to support that purpose. Our desired outcome for our work is that our team members have an understanding of the barriers to equity and inclusion within our company & community and that we know what we as individuals and as a company can and should do about it and that we act on that knowledge.

This desired outcome will be achieved through a focus on these goals and objectives:

- Our teams are representative of the community we live in
- We have continued dialogue and training for staff including 2 opportunities a year for training/learning around DEIJA topics
- Our guests are representative of the community we live in and our marketing and advertising reflect that
- Our cultural collaborations consider the values alignment of those we are working with
- Our company uses its resources to support local organizations that are also building community through their charters
- Our company uses its resources to source from suppliers that are local with an emphasis on those owned by underrepresented persons such as women and POC
- Our company uses its voice to advocate for equity and justice within regulations, policies, and other structural barriers

DEIJA

Being transparent about our desired outcome and our progress towards them is imperative to ensuring that we are moving forward. We will communicate our progress annually through this report as well as on our websites and social media as appropriate.

Industry Leadership

We believe it's important to share our values with others in our industry and have a voice in the decisions being made that impact our breweries, our staff and our guests. In 2021 members of our leadership team participated in industry organizations at all levels.

Our creative director Ward was on the board of the Beer City Brewers Guild (BCBG) as well as the DEI committee. Their work included hosting Ale Prize to bring local artists into breweries, and a DEI training open to all members of the BCBG.

Our owner Kris was on the Michigan Brewers Guild (MBG) DEI sub-committee. That group focuses on education and training both in pulling together resources for MBG members to access to assist with their DEI journey and creating meaningful dialogue and best practice sharing at the MBG annual conference. That group also hosts meet-ups for interested brewery members to connect and share their DEI questions and ideas.

In May Kris was voted onto the national Brewers Association (BA) board of directors where she is also a member of the brewpub and governance committees. As a brewpub member, she represents the voice of smaller breweries that operate kitchens and sell a significant amount of beer out of their taprooms. She wants to influence the strategy of the organization to create a deeper sense of belonging for anyone interested in craft beer and to offer more tools and resources to smaller breweries whose leaders wear many hats.

Strategy

**Brewer's Association
Michigan Brewer's Guild
Beer City Brewer's Guild**



Partner Beers

Mindful Purpose

OURKITCHENTABLE



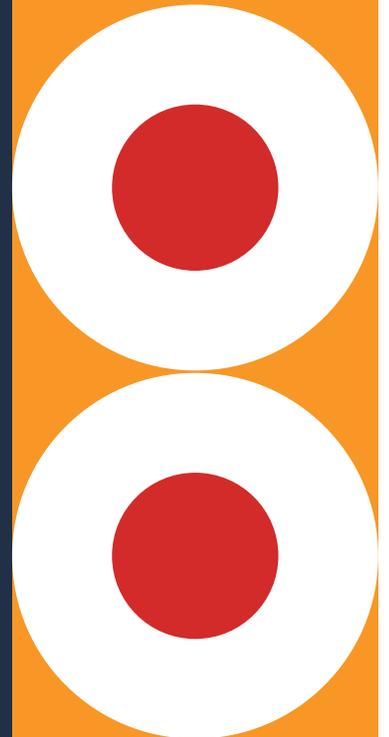
In June Broad Leaf brewed a collaborative beer, Mindful Purpose, with Detroit-based Eastern Market Brewing Company. We each donated a portion of the revenue to local organizations working towards food justice. Eastern Market partnered with Detroit Black Farmers Land Fund and we partnered with Our Kitchen Table. We raised \$750!



DOPE
BEER

Bougie Stout

We enjoyed another year partnering with Black Calder Brewing to release a number of exciting beers under their label. Those included: Bishop, a hazy double IPA; Bougie Sweet Potato Pie Stout, an Imperial stout with sweet potatoes; Fade to Black, a dark lager; Prince HopKeem, a hazy IPA with Ghanaian honey and South African African Queen hops; Remember the Time, a wit beer with blackberries; and Bougie Caramel Cake Stout, a stout brewed with caramel and Haitian vanilla.



Partner Beers

Stubby the Hero

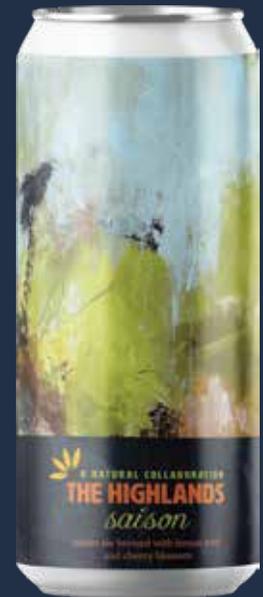


Broad Leaf's first benefit beer, Stubby the Hero, was in partnership with the Grand Rapids Pit Bull Alliance. We have worked with the organization since we opened to hold educational sessions, host a dog food drop box, and meet-ups on our dog-friendly patio at Broad Leaf. We raised \$400 for their good work.



Highlands Saison

In September, Vivant launched a benefit beer for The Highlands, a partnership between West Michigan Land Conservancy and Blandford Nature Center. Highland Saison was a beautiful traditional saison accented with cherry blossoms that raised \$1500.



Partner Beers

JBZ



For the second year, we brewed JBZ, a collaborative dry-hopped lager with John Ball Zoo. The beer was featured both in our pub and at the Zoo for their guests to enjoy. It raised \$500 in support of the conservation efforts of the Zoo.

friends
OF GRAND RAPIDS
parks



It's Park Saison

June brought the release of It's Park Saison, a classic saison brewed with lemon peel. This beer was a benefit for our long-time partner Friends of Grand Rapids Parks and raised \$1300 for the organization. The eye-catching label art was designed by Grand Rapids artist Piper Adonya.



Employee Turnover Rate

35.6% Voluntary Turnover Rate

After a pretty tumultuous 2020 with staffing, we settled back into our usual turnover patterns with a 35.6% voluntary turnover rate. This compares to an industry average of 72%.

Staff Mental Health

The pandemic has taken a toll on everyone but hospitality workers have been hit especially hard. We have been constantly public facing putting our health at risk, have had to enforce mandates and rules with guests who loudly disapprove of them, and have had to regularly change our ways based on the latest expert advice. In 2021 we added an Employee Assistance Program through a grant program between the Michigan Economic Development Council and Pine Rest. This helped numerous staff with mental health and substance abuse concerns.

Pine Rest Employee Assistance Program



Wellhouse



Volunteering for Good

In 2021 we had 19 team members volunteer for a total of 66.5 hours. All of our time was spent in the great outdoors to ensure a safer environment for our crew. Our partner organizations were Urban Roots, Blandford Nature Center Farm, WellHouse, Plaster Creek Stewards, and West Michigan Land Conservancy.



Mustard Garlic Removal (and eating)

LCWM



LandConservancy
OF WEST MICHIGAN

Environmental Partner

In May we had 10 team members pick garlic mustard at a Land Conservancy of West Michigan site. This invasive species is edible and is commonly used in salads in parts of Europe and Asia but in North America it grows and spreads quickly, choking out native plant species and taking years to eradicate. We made the best of our experience and brought back many pounds of it for our chefs to turn into specials served at both pubs that weekend!

Grand Rapids Pride

In June we had a promotion where every Monday a portion of all draft beer sales was donated to Grand Rapids Pride Center. That amounted to \$1500! We continue to donate a portion of all Rainbow T-Shirt sales for Vivant and Broad Leaf to the organization.

Pride Center June Promotion

Unitas Printing



Local Supplier Highlight

Unitas Printing is a custom screen printing and design shop in Grand Rapids, created for social impact. Through printing apparel, they work to create jobs for formerly incarcerated individuals who traditionally have a difficult time finding stable employment. They also seek to reduce their environmental impact; using biodegradable chemicals, offering no-charge waterbased printing, and sourcing shirts from suppliers that lead the industry in environmental friendliness and labor ethics.

Local Supplier Highlight

As our cocktail program launched at Broad Leaf, we realized that hand squeezing citrus was going to be far too labor-intensive. We didn't want to compromise on using fresh juice so we reached out to Malamiah Juice and began purchasing all of our citrus juices through them. Their team is amazing to work with and their product is of the highest quality!

Malamiah Juice Bar



**Celebrating
Ten Years
(a year later)**

\$20.10 Case Special

To celebrate our 10th Anniversary, we offered a helluva deal to our community! People could purchase one case each of our Grand Lager and Rapid IPA for \$20.10. Our team loved seeing so many new and old faces on the pick-up day and sharing our love of beer and of our great city, Grand Rapids!

Summary

Here is a summary of how we are doing towards all of our goals and other key sustainability statistics.

75% OF ALL PURCHASES FROM MICHIGAN

2021 2020

79.1% 69.9%

50% OF FOOD FROM MICHIGAN Brewery Vivant Broad Leaf

61.8% 38.7%
38% 24.5%

25% OF BEER INPUTS FROM MICHIGAN

12.6% 16.6%

1% OF SALES TO LOCAL CHARITIES

1.1% .5%

EMPLOYEE VOLUNTEER HOURS

66.5 86

ZERO SAFETY INCIDENTS

3 1

ZERO WASTE TO LANDFILL*

2021 2020

Vivant	Recycling (lbs)	34,200	22,884
	Compost (cu ft)	5,377	4,739
	Trash (cu ft)	2,808	2,808
	Cattle Feed (lbs)	262,828	223,728
Broad Leaf	Recycling (lbs)	7,499	8,189
	Compost (cu ft)	2,345	1,755
	Trash (cu ft)	4,212	4,212
Overall % of waste by pounds going to the incinerator		3.8%	2.6%

Summary

WATER TO BEER 3:1 **2021** **2020**

	Ratio	2021	2020
		N/A	N/A
Vivant Water usage (MM gallons)		1.25	1.26
Broad Leaf/Warehouse Water Usage (MM gallons)		0.44	0.41

10% ONSITE RENEWABLE ELECTRICITY **2021** **2020**

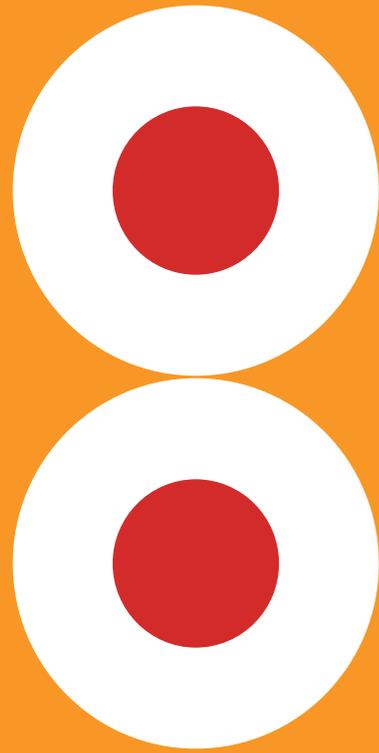
Percentage of Total	7.6%	6.1%
Percentage of Cherry St.	12.5%	9.2%

Carbon Footprint (Metric Tons CO2e) **2021** **2020**

Our goal is to reduce our carbon footprint intensity each year - we achieved that in 2021

Total Scope 1	244	254.2
Natural Gas - Brewery Vivant	135.1	148.3
Natural Gas - Broad Leaf	73.5	66.2
Company Owned Vehicles	12.3	13.6
Purchased CO2	18.4	22.8
CO2 from Fermentation	4.7	3.8
Total Scope 2	340.3	443.7
Electric - Brewery Vivant	193.9	277.3
Electric - Broad Leaf	146.4	121.6
Total Scope 3	87.2	68.3
Employee Car Travel	3.0	.3
Employee Air Travel	1.5	NA
Burger Beef	82.8	68.0
Total Emissions	671.5	647.2
Offsets	51	44.7
Total Emissions with Green E	620.5	602.8
CO2 Intensity \$ (CO2/Revenues)	0.018%	0.022%
CO2 Intensity BBLa (CO2/BBLs Produced)	0.15%	0.18%

We welcome any questions or feedback in regards to our Beer the Change report or our sustainability program and strategy. Please email us at: info@breweryvivant.com



Certified



Corporation



MIBEER.COM



Local First

support locally owned business